

ABSTRACT

Salsabil Amalia Bulqis. 210511100073. English Study Program. An Analysis of Slang Words Used Emil Mario's TikTok Account. Advisor : Afiifah Al Rosyidah, S.S., M.Pd.

This study aims to analyze the types and functions of slang used in Emil Mario's TikTok Account. This research applies a descriptive qualitative method using a sociolinguistic approach. The data were collected from Emil Mario's TikTok captions posted between 2025 and 2026. The analysis is based on the theory of slang types and functions proposed by Allan and Burridge (2006).

The findings reveal that there are five types of slang used, namely fresh and creative (45 data), flippant (1 data), imitative (5 data), acronym (17 data), and clipping (23 data). Among these, fresh and creative, clipping, and acronym are the most dominant types. In terms of function, slang is used for six main purposes: to address (9 data), to humiliate (7 data), to initiate a relaxed conversation (23 data), to form an intimate atmosphere (3 data), to express impression (44 data), and to reveal anger (5 data). The most dominant function is to express impression.

These findings indicate that slang in TikTok captions is primarily used to express emotions, reactions, and personal evaluations in an expressive and informal way. Moreover, slang plays an important role in creating intimacy, reducing social distance, and reflecting linguistic creativity in digital communication.

Keywords: slang, sociolinguistics, TikTok, language variation, digital communication

ABSTRAK

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Penelitian ini bertujuan untuk menganalisis jenis dan fungsi slang yang digunakan dalam Akun TikTok Emil Mario. Penelitian ini menggunakan metode deskriptif kualitatif dengan pendekatan sociolinguistik. Data diperoleh dari caption TikTok Emil Mario yang diunggah pada tahun 2025 hingga 2026. Analisis dilakukan berdasarkan teori jenis dan fungsi slang menurut Allan dan Burridge (2006).

Hasil penelitian menunjukkan bahwa terdapat lima jenis slang yang digunakan, yaitu fresh and creative (45 data), flippant (1 data), imitative (5 data), acronym (17 data), dan clipping (23 data). Di antara jenis tersebut, fresh and creative, clipping, dan acronym merupakan jenis yang paling dominan. Dari segi fungsi, slang digunakan untuk enam tujuan utama, yaitu to address (9 data), to humiliate (7 data), to initiate a relaxed conversation (23 data), to form an intimate atmosphere (3 data), to express impression (44 data), dan to reveal anger (5 data). Fungsi yang paling dominan adalah to express impression.

Temuan ini menunjukkan bahwa penggunaan slang dalam caption TikTok terutama berfungsi untuk mengekspresikan perasaan, reaksi, dan penilaian secara lebih ekspresif dan informal. Selain itu, slang juga berperan penting dalam menciptakan keakraban, mengurangi jarak sosial, serta mencerminkan kreativitas bahasa dalam komunikasi digital.

Kata kunci: slang, sociolinguistik, TikTok, variasi bahasa, komunikasi digital